

Message Text

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INFO OCT-01 ARA-10 ISO-00 EB-07 USIA-15 XMB-04 TRSE-00

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FM SECSTATE WASHDC

TO AMEMBASSY CARACAS

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E.O. 11652: N/A

TAGS: BEXP, VE

SUBJECT: CP--WCAG MEETING

REF: (A) CARACAS 9779; (B) CARACAS 9862

1. WCAG MET AUGUST 25 TO REVIEW ACTIONS TAKEN BY POST DURING 4TH QUARTER AND WISHES TO COMMEND POST FOR PERFORMANC IN IMPLEMENTING CCP CAMPAIGNS. WCAG REVIEWED EMBASSY PERSONNEL SITUATION AND USDOC SELL IN VENEZUELA PROGRAM. WCAG REQUESTS REPORT ON STATUS OF LOCAL HIRE FOR COMMERCIAL TASK
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FORCE. US BUSINESS COMMUNITY VERY RECEPTIVE TO NEW USDOC

VENEZUELA PROMOTION: SURVEY MUST BE REPRINTED; 15 SEMINARS NOW SCHEDULED; COMPANIES PREREGISTERING FOR 2 YEAR TRADE FAIR PROGRAM.

2. REQUEST ADDITION OF NEW NON-CAMPAIGN INITIATIVE ON VSMF USE IN 1977 CCP. FURTHER DEVELOPMENTAL TESTING OF DIBA-VSMF PROGRAM IN VENEZUELA CONSTITUTES ELEMENT OF COMMERCIAL ACTIVITY AND INNOVATION WHICH WCAG BELIEVES SHOULD BE REFLECTED IN CCP. PROPOSE FOLLOWING TEXT FOR ADDITIONAL NON-CAMPAIGN INITIATIVE ACTIVITY: TITLE: VSMF TEST PROGRAM. OBJECTIVE: CONTINUE AND EXPAND UTILIZATION OF VSMF SYSTEM IN VENEZUELA AS A MEANS OF: COPING WITH AND RENDERING MORE EFFICIENT BUSINESS INFORMATION SERVICES;

SURFACING SYSTEM DEFICIENCIES AND EQUIPMENT; EVALUATING ADEQUACY OF WASHINGTON SUPPORT; AND PERMITTING FORMULATION OF SYSTEM EVALUATION AND COROLLARY RECOMMENDATIONS.

(ACTIONS) 1. CONTINUE AND EXPAND PROMOTION OF NEW FACILITY AND REPORT QUARTERLY ON PROMOTION CAMPAIGN; 2. KEEP STATISTICAL RECORDS ON USE OF FACILITY AND REPORT QUARTERLY; 3. REPORT QUARTERLY ON EVIDENCE OF VALUE OF SYSTEM COMPARED WITH DIRECTORY USE, AND ON DEFICIENCIES IN THE SYSTEM. MISSION HAS PRESUMABLY ALREADY CONSIDERED RESOURCES NECESSARY TO OPERATE VSMF SYSTEM IN FORMULATING FY-77 CCP (I.E., TABLE II A ITEM 13, BUSINESS SERVICES). HOWEVER, IF RESOURCE REQUIREMENTS ARE IN EXCESS OF PERSONNEL RESOURCE AVAILABILITIES, WOULD WELCOME YOUR RECOMMENDATIONS AS TO WHAT OTHER CCP ACTIVITY MIGHT BEST BE REDUCED TO ASSIST IN ACCOMMODATING THIS PROGRAM.

3. CAMPAIGN 3 (BIOMEDICAL): EMBASSY REQUESTED TO PROVIDE INFORMATION ON PLANNED LOCAL FAIRS, CONGRESSES, ETC. AS THEY DEVELOP. EXISTING INTEREST IN U.S. FURTHER INCREASED BY HEALTH CARE CHAPTER IN VENEZUELA SURVEY.

4. CAMPAIGN 4 (PETROCHEMICALS): WCAG NOTED EMBASSY ACTION APPEARS COMPLETELY TIED TO DEVELOPMENT PLAN. WCAG DOES NOT WANT ALL RESOURCES/REPORTING DEPENDENT ON PLAN. OTHER ACTIONS ARE BEING TAKEN AND SHOULD BE REPORTED.
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5. CAMPAIGN 5 (USTS): VENEZUELA SET NEW RECORD IN NUMBER OF VISITORS TO U.S. CAMPAIGN PRIORITY SHIFTED IN FY-77 DUE TO LACK OF RESPONSIVENESS BY VENEZUELAN TRAVEL AGENTS TO USTS SPECIAL PROGRAMS.

6. CAMPAIGN 6 (ENERGY): NO STATUS REPORT RECEIVED RE GOV PLANS FOR NUCLEAR POWER. ALTHOUGH PROJECT MAY BE TOO

FAR IN FUTURE, VENEZUELAN NUCLEAR POWER EXPERTS TRAVELING TO U.S. UNDER STATE/CU PROGRAM DURING CY-76 AND VENEZUELA HAS NEW NUCLEAR POWER COMMISSION. CAMPAIGN ALSO CONTINUE INTO FY-77. REQUEST EMBASSY FOLLOW AND REPORT ON ANY DEVELOPMENTS IN THIS AREA.

7. CAMPAIGNS 2, 4, 6, 7: WCAG NOTED NORMAL PROBLEM WITH 4TH QUARTER MAJOR PROJECTS REPORTING IN THESE AREAS BUT PLEASED TO NOTE 5TH QUARTER IMPROVEMENT IN QUALITY AND QUANTITY OF THIS REPORTING.

8. NON-CAMPAIGN (ADS): DURING FY-76 POST REPORTING SATISFACTORY BUT SLOW, I.E., MAJORITY REPLIES RECEIVED AFTER 60 DAYS. OVERDUE REPLIES INCLUDE REQUESTS MADE MARCH 76.

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9. WTDR'S: TIMELINESS AND QUALITY SUFFERED DURING FY-76. APPROXIMATELY 50 PERCENT ARE LATE. VERBATIM SUMMARIZATION OF D AND B REPORT AS CONTENT OF COMPLETE WTDR IS UNACCEPTABLE. HIGH VOLUME WTDR USERS ORDER WTDR TO SUPPLEMENT D AND B REPORT ESSENTIALLY BECAUSE WTDR PROVIDES EVALUATION BASED ON POST'S EVALUATION OF LOCAL FIRMS SUITABILITY AS TRADE CONTACT FOR U.S. FIRMS.

10. WCAG DISCUSSED REGIONAL COMMERCIAL NEWSLETTER PER REF B. USIA ASKING PAO TO CONTACT RFC MEXICO TO INVESTIGATE IF AND HOW THIS CAN BE DONE. USIA AND USDOC ALSO DISCUSSING THE PROPOSAL. ROBINSON

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